Matter by Mattering:
Engaged Programming

a workshop presented by

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for

Mountain West Arts Conference
Utah Division of Arts and Museums

Salt Lake City, UT
24 June 2013

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Not One More Thing!

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- **How are the lives of the people of your community made better by the work that you do?**

  (No variant of "because we exist" addresses this question.)

- **Would community members who are not "arts believers" agree?**

  (How do you know? How many–percentage, numbers, etc.–would agree? Would community leaders agree? Would the "person on the street" agree?)

- **What are the practical ways this belief is made manifest in your community?**

  (Greater than normal governmental funding,
  your inclusion in the "community family," or *widespread* support in times of stress?)

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Definitions, etc.

Definitions, etc.

Community
Any group of people with
common interests or characteristics
defined, for example,
by place, tradition,
intention, or spirit.

[Alternate ROOTS]

Definitions, etc.

Audience Development
A marketing strategy, artcentric

Improve results near-term

Little or no change in organizational identity or function

Definitions, etc.

Audience Engagement
A marketing strategy, artcentric

Deepen existing relationships & Increase reach long-term

"Outreach"

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Definitions, etc.

Community Engagement
A mission strategy, focused on mutual benefit

Develop deep relationships of trust and understanding through which reach can be expanded

Arts and community as equal partners

The arts grows out of or is a response to the relationships

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Definitions, etc.

But *What* Community?
The goal is to increase relevance and expand reach

- **Identify communities not now served.**

- **Build relationships with those who do not see the arts as personally vital.**

- **Listen. Learn.**

- **Then become indispensable.**

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Yep, We Do That

Yep, We Do That

Show me the motivation

- Do you understand one role of the arts to be addressing the needs and interests of communities around you?

Yep, We Do That

Show me the motivation

- Do you understand one role of the arts to be addressing the needs and interests of communities around you?

Do you embrace this role?

Yep, We Do That

Show me the efforts

- Do you have mechanisms in place to learn what the interests of communities around you are? (What are they?)

- In what ways has the work you do been altered, affected by your understanding of your communities (not your assumptions about your communities)?

Yep, We Do That

Show me the results

- What **new sources of funding** (individual and institutional) support you as a result of your community engagement work?

- How many **new individuals** (from previously under-served communities) are **taking advantage of your services**? (NOTE: This does not say "buying tickets.")

- How frequently do **communities** (and community organizations) **seek your assistance** in addressing community concerns or supporting community celebrations?

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Community Engagement Essentials
Core Principles for Community Engagement

- Readiness through self-reflection

- Collaboration rooted in a mutuality of respect and benefit

"with" not "for"
"engaged with" not "present to"

- Work that comes out of relationship-building

- Arts experiences part of on-going relationships

- Engagement is "mainstreamed"

Community Engagement Essentials
Collaborative (Unusual Partners)

*Engagement ≠
Giving Them What
(We Think) They Want*

Photo used by permission of T.I.G.E.R.S. Preservation Station

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Community Engagement Essentials

Time-consuming

Community Engagement Essentials

Time-consuming

Relationship Building

Event Production

Relationship Maintenance

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Community Engagement Essentials

Connect via Content: Programming
Connect as Community Citizen
Connect as Social Catalyst

Connect via Content

Relationships first

Know thy community

Otherwise, it's simply audience development

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Connect via Content

Inspire, Delight, and Surprise
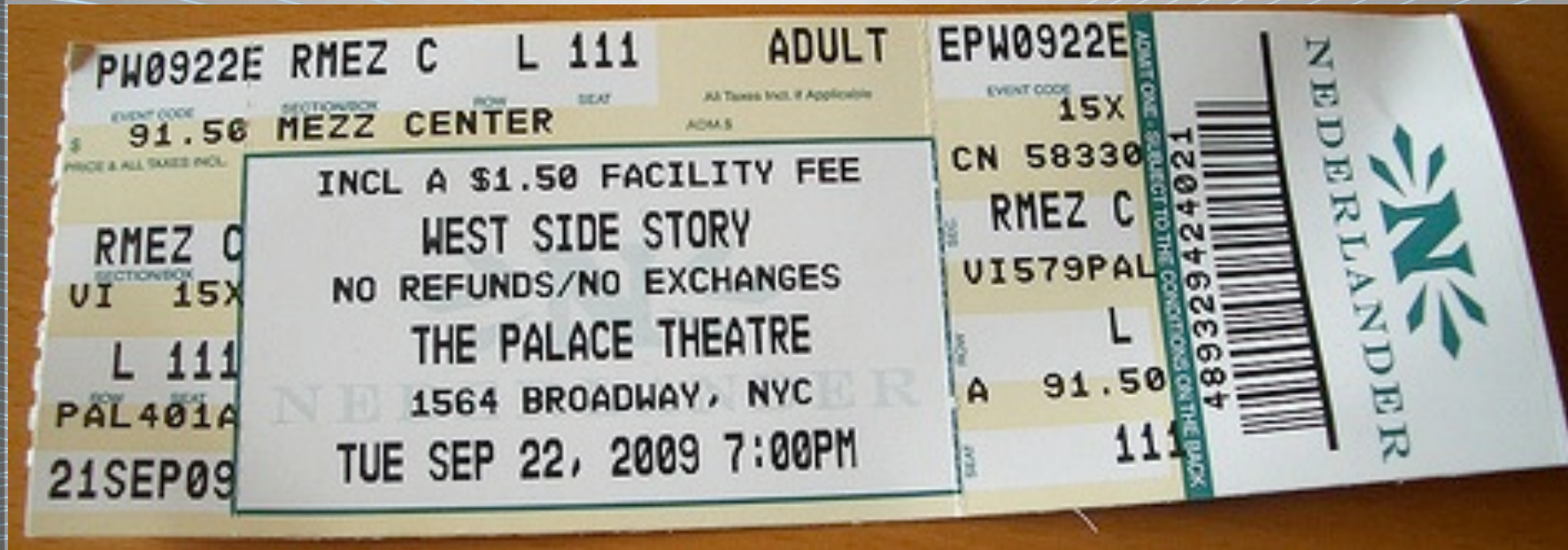
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Connect via Content

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Connect via Content

The Programming Timeline

Existing works have already been selected without consideration of specific community interests

- Presentation details have already been decided
- Presentation details are still TBD

Works selected with community interests in mind

- Works have not been selected but will be chosen from existing work <u>with</u> consideration of specific community interests
- Work will be commissioned.

Connect via Content

<u>Work has been selected, production details set:</u>
<u>Contextualize</u>

- What was the motivation for the creation of the work? Are there any parallels with today that affect the community?
- What are the themes (if any) of the work?
- How was the work been used in history? Are there lessons from that for today?
- Is there anything about the creator of the work, its producers, or performers (where applicable) that resonates with the lives of people in the community?
- How does the work's genre relate to those that are more familiar to the community?

Connect via Content

Work has been selected, production details fluid:

Staging/Presentation

- Setting/staging
- Presentation
  - o Venue
  - o Time
  - o Type

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<u>Work selected with community interests in mind</u>

- Existing work
- Commissioned work

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An Exercise

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Working with Communities
- What about your community makes you proud?
- What is important to you about your community?
- What do you wish were different/better about your community?

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"Target" Communities
Hispanic Community
Twenty-somethings
NASCAR Fans

What do you think you know about them?

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"Target" Communities
Hispanic Community
Twenty-somethings
NASCAR Fans

What do you have to offer?
Extant work "as is"

With existing collection/standard repertoire
how can you support these communities?

Contextualize
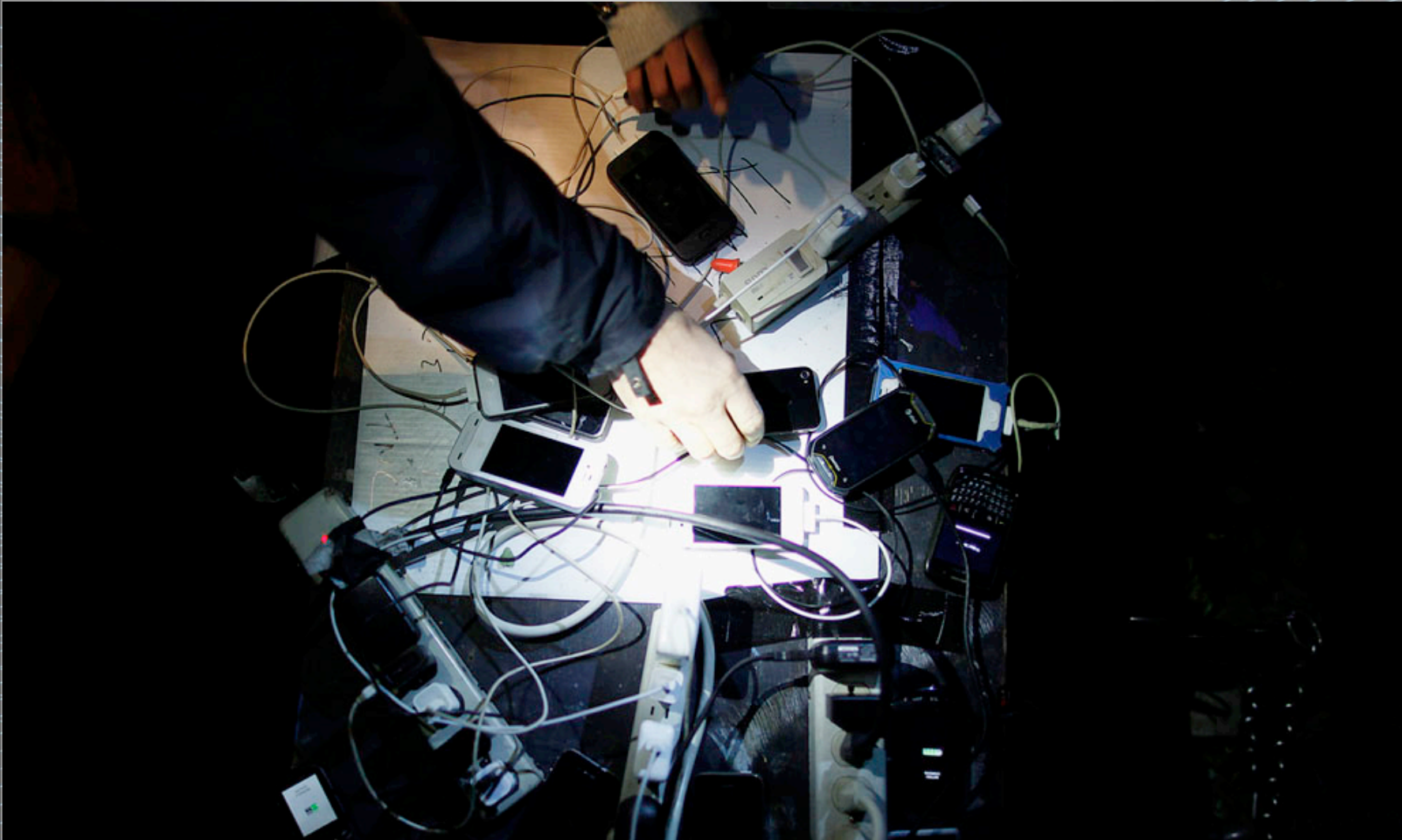Staging or presentation?

Connect as Community Citizen

(Reuters/Carlo Allegri) http://www.theatlantic.com/infocus/2012/11/hurricane-sandy-the-aftermath/100397/#img37

Connect as Social Catalyst

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It's Not Easy

New Skills

What You Don't Know that You Don't Know

or

Do Not Try This at Home

(without training and preparation)

- Cultural Humility
- The Understanding of Privilege
- Communities and Community Organizing
- Discussion of Difficult Issues

- Conflict Resolution
- Self Knowledge
- Strategies for Engagement
- Learning Styles/Teaching Techniques
- Interdisciplinary Knowledge

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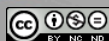
It's Not Easy

Time

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It's Not Easy

Time Apathy

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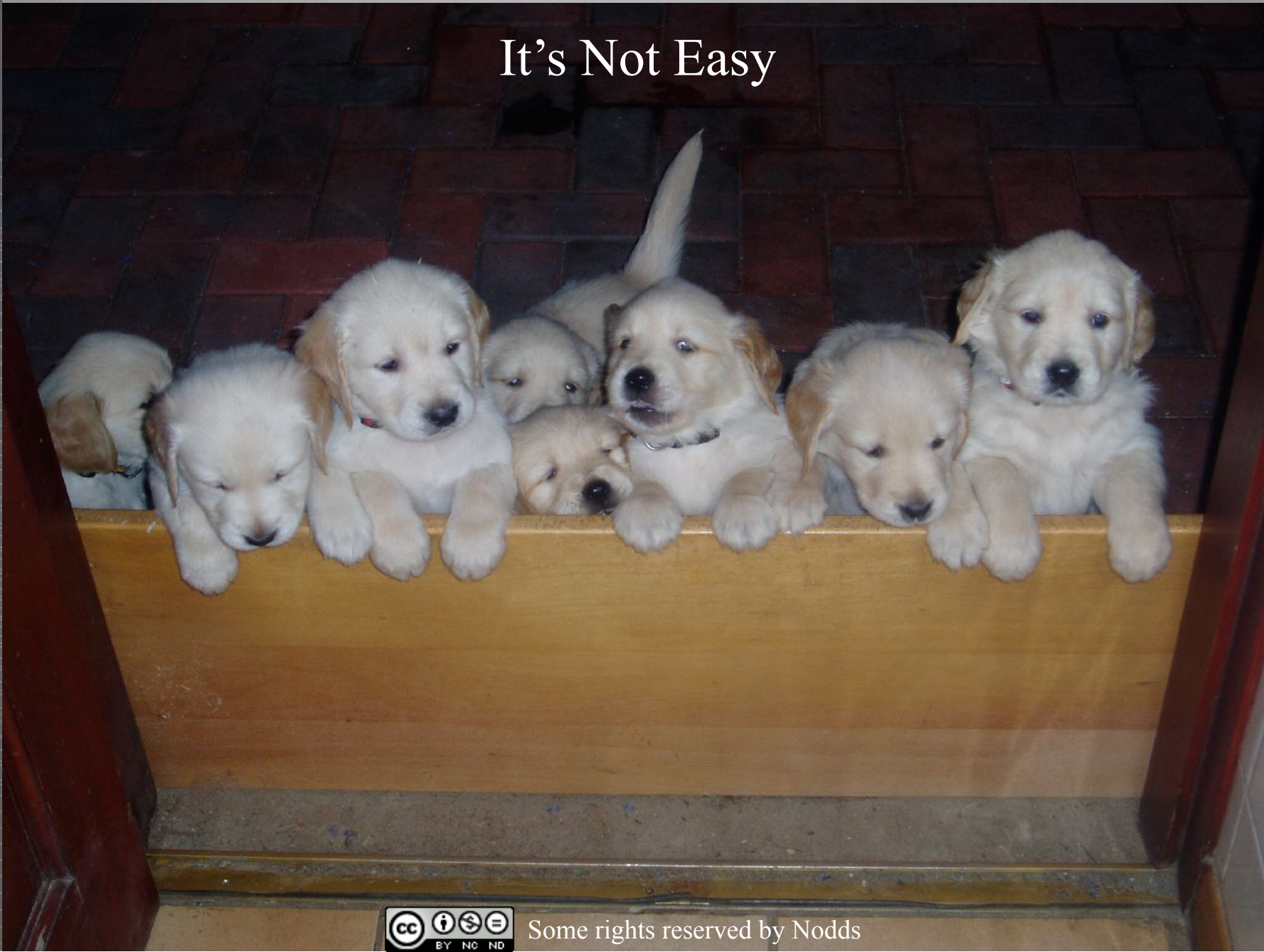
It's Not Easy

Time
Apathy
Incapacity for Belief

It's Not Easy

It's Not Easy

Time
Apathy
Incapacity for Belief
Antipathy

BUILDING COMMUNITIES, NOT AUDIENCES

THE FUTURE OF THE ARTS IN THE UNITED STATES
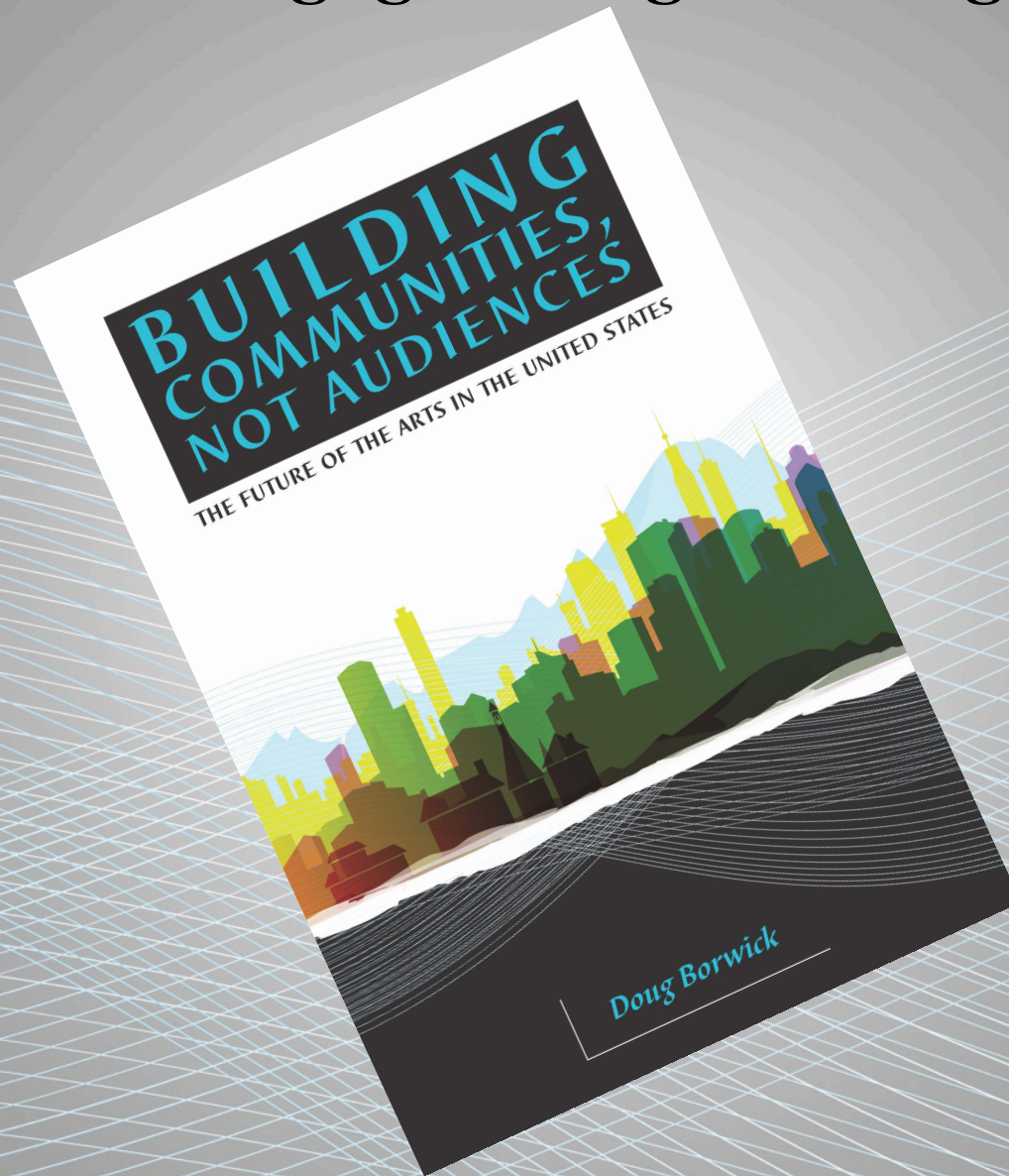
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Thanks for your attention!

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